

ORDER



KLAS

Orders	Order / Rev:	37788
	Alt Order #:	08889999
	Product Desc:	Issue
	Estimate:	2280
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	10/29/12 / 10/29/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency	Name:	<u>Waterfront Strategies</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>1010 Wisconsin Avenue</u>
		<u>Washington, DC 20007</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Senate Majority PAC
	Demographic:	A35+
	Product Codes:	PO4
	Priority:	LV1
	Revenue Codes:	AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	6	\$16,100.00	\$13,685.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	6	\$16,100.00	\$13,685.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
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KLAS 30% \$16,100.00

Market 100% \$53,666.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00

KBLR 0% \$0.00

KFBT 0% \$0.00

KINC 0% \$0.00

KTNV 25% \$13,416.67

KTUD 0% \$0.00

KVBC 0% \$0.00

KWU 5% \$2,683.33
KWWB 2% \$6.66

KVWB 0% \$0.00
LV1 0% \$0.00

UNKWN 0% \$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/30/12	11/05/12	Live w/Kelly Live w/Kelly	CM	9-10a	MTWTF--	:30	1	\$1,900.00	LV1	0.00	NM	1	\$1,900.00
LIVE! WITH KELLY															
Start Date	End Date	Weekdays	Spots/Week		Rate	Rating									
Week: 10/30/12	11/05/12	MTWTF--	1		\$1,900.00	0.00									
E 5	8	10/30/12	11/05/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	MTWTF--	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00

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